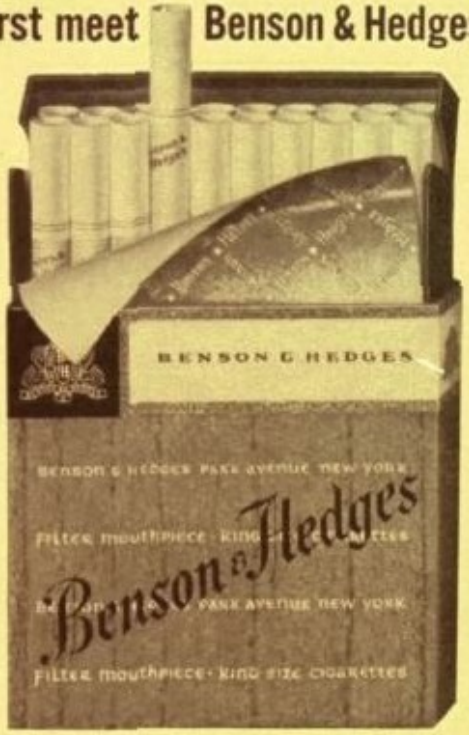
Where did you first meet Benson & Hedges?



Wherever good taste is in attendance, expect to find Benson & Hedges. Its superb blend of tobaccos, skillfully cured and aged, makes it welcome. Slip off the imprinted wrap and the packet becomes your personal case. The drawer slides open to deliver each Benson & Hedges in perfect shape. Notice that the filter is recessed into a firm, clean mouthpiece, so it never touches your lips, never intrudes upon your enjoyment. If you appreciate quality, you'll understand why Benson & Hedges must be a limited edition.

With Benson & Hedges you pay more... you get more

B&B

New York Times — *March 3 (& following week) 1962*
New York Herald Tribune — *February 24 (& following week) 1962*

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